

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
-----100214 181423Z /40

R 180950Z JUL 77
FM AMCONSUL CASABLANCA
TO SECSTATE WASHDC 4928
USDOC WASHDC
INFO AMEMBASSY RABAT
AMCONSUL TANGIER

UNCLAS SECTION 1 OF 2 CASABLANCA 0781

USDOC FOR CAGNE ROOM 3203

E.O. 11652: N/A
TAGS: BGEN, XF, GR
SUBJ: BUSINESS COSTS IN NEAR EAST/NORTH AFRICA

REF: STATE A-2149

1. PRICE QUOTED IN THIS REPORT REFLECT COSTS OF LIVING AND
WORKING IN CASABLANCA, WHERE PRICES FOR GOODS AND SERVICES TEND
TO BE MORE EXPENSIVE THAN IN OTHER PARTS OF MOROCCO.

2. SECTION I. (1) APPROXIMATE COST OF OFFICE RENTAL IS \$8
TO \$10 PER SQUARE METER. OFFICES, RARELY RENTED ON BASIS OF
SQUARE FOOTAGE. RENTALS GENERALLY BASED ON 2 TO 3 ROOMS
WHICH RENT FOR BETWEEN \$450 TO \$500 PER MONTH. RENTS SOMEWHAT
LOWER OUTSIDE OF CENTER OF TOWN, BUT FEWER OFFICES ARE AVAILABLE.
VACANT OFFICES GENERALLY NOT AVAILABLE; WAITING PERIOD IS FROM
2 TO 3 MONTHS. LANDLORDS DO NOT PROVIDE ANY BASIC FURNISHING.
(2) TELEPHONES ARE NOT READILY AVAILABLE. WAITING TIME: 5 TO 6
MONTHS OR MORE. INSTALLATION COST: \$100 FOR SINGLE PHONE UP
TO \$3,000 FOR COMPLETE INSTALLATION OF UNITS WITH
SWITCHBOARD. COST TO CALL U.S. IS \$10.15 FOR FIRST 3 MINUTES
AND \$3.40 FOR EACH ADDITIONAL MINUTE. (3) TELEXES NOT READILY
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AVAILABLE. WAITING TIME IS 6 TO 12 MONTHS. COST OF INSTALLATION:
\$150. COST TO SEND TO U.S. IS \$0.45 PER WORD. (4) APPROXIMATE
ANNUAL SALARY: (A) HIGH LEVEL EXECUTIVE: \$33,000. (B) MIDDLE
MANAGEMENT OFFICIALS: \$24,000. (C) TECHNICIANS: \$18,000.
(D) SECRETARIES: \$4,400 TO \$8,000 (ENGLISH-SPEAKING).
(E) SKILLED WORKERS: \$4,000. (F) UNSKILLED WORKERS: \$2,000.
(5) ALL ABOVE CATEGORIES CAN BE RECRUITED LOCALLY, BUT WITH

INCREASING DIFFICULTY DEPENDING ON SKILLS REQUIRED. (6) PERSONNEL EMPLOYED IN MOROCCO FALL UNDER MOROCCAN TAX REGULATIONS. TO DATE, THERE ARE NO FISCAL CONVENTION BETWEEN US AND MOROCCO. APPROXIMATE RATES VARY BETWEEN 0 AND 36 PERCENT, PLUS GENERAL INCOME TAX ON NET INCOME FROM 0 TO 30-PERCENT.

3. SECTION II. (1) TAXIS AVAILABLE. APPROXIMATE COST IS \$0.50 FOR SHORT DISTANCES. (2) CARS CAN BE RENTED LOCALLY, BUT TRUCKS CANNOT. COST-PER-DAY FOR MEDIUM SIZED CAR: \$12.50 PLUS \$0.14 PER KILOMETER. CARS USUALLY AVAILABLE. U.S. DRIVERS LICENCES AND INTERNATIONAL DRIVING LICENSES CAN BE USED. (3) CREDIT CARDS ARE USUALLY ACCEPTED IN MOST MAJOR HOTELS, LARGER RESTAURANTS, BY AIRLINES, AND IN SOME LARGE STORES DEALING MAINLY WITH TOURISTS. OTHERWISE CREDIT CARDS NOT NORMALLY ACCEPTED. (4) AMERICAN EXPRESS, BANK OF AMERICA, CITIBANK TRAVELERS CHECKS ARE USUALLY ACCEPTED IN MAJOR HOTELS, ARLINE COMPANIES, AND BANKS. (5) PAYMENT IN DOLLARS ACCEPTED AT MAJOR HOTELS AND SOME STORES. MOST ESTABLISHMENTS PREFER PAYMENT IN LOCAL CURRENCY. FEW WILL ACCEPT DOLLAR CHECKS. (6) UP TO \$5,000 CAN BE BROUGH INTO MOROCCO WITHOUT A CURRENCY DECLARATION. THERE IS NO MINIMUM AMOUNT THAT MUST BE SPENT DAILY. (7) PERSONAL CHECKS ARE USUALLY NOT ACCEPTED OR EASILY CASHED. BANK DRAFTS GENERALLY ARE ACCEPTABLE.

4. SECTION III. (1) MAJOR AIRLINES SERVING MOROCCO INCLUDE: ROYAL AIR MAROC, AIR FRANCE, TWA, LUFTHANSA, ALITALIA, IBERIA, UNCLASSIFIED

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SWISSAIR, KLM, SABENA, BRITISH CALEDONIAN, AIR AFRIQUE, SAUDI AIRLINES, JORDANIAN ARLINES, SYRIANAIR, KUWAIT ARLINES, TUNIS AIR. (2) MAJOR SHIPPING LINES SERVING MOROCCO FROM U.S. INCLUDE: AMERICAN EXPORT LINES, LYKES LINES, AND PRUDENTIAL LINES. KUNIHOLM

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
-----100308 181428Z /44
R 180950Z JUL 77

FM AMCONSUL CASABLANCA
TO SECSTATE WASHDC 4929
USDOC WASHDC
INFO AMEMBASSY RABAT
AMCONSUL TANGIER

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5. SECTION IV. (1) TOP HOTELS INCLUDE: HOTEL CASABLANCA PLACE MOHAMED V; TELEX 22905); HOTEL EL MANSOUR (TELEX: 22912) AND HOTEL MARHABA (TELEX: 21864), BOTH LOCATED ON AVENUE FORCE ARMEE ROYALE. RESERVATIONS MUST, RPT. MUST, BE MADE IN ADVANCE. PRICES AVERAGE \$25 FOR SINGLE AND \$35 FOR DOUBLE ROOM. HOTEL SUITE COSTS FROM \$60 TO \$100 PER DAY. (2) NO NEW HOTELS EXPECTED TO OPEN IN NEXT 6 MONTHS. (3) COST FOR BREAKFAST IS \$2.50 AND LUNCH OR DINNER IS \$8.50 AND UP.

6. SECTION V. (1) COST OF RENTING HOUSE OR APARTMENT VARIES ACCORDING TO LOCATION, CONSTRUCTION, AND WHETHER OR NOT IT INCLUDES CENTRAL HEATING. PRICES RANGE UPWARDS FROM:
(A) \$1,100/MONTHS FOR 3 BEDROOM HOUSE; (B) \$1,350/MONTHS FOR HOUSE WITH 4 OR MORE BEDROOMS; (C) \$700/MONTHS FOR 3 BEDROOM APARTMENT, AND (D) \$500/MONTHS FOR 1-2 BEDROOM APARTMENT. (2) ONE MONTH ADVANCE DEPOSIT REQUIRED. (3) NO BASIC FURNITURE OR KITCHEN EQUIPMENT PROVIDED; MUST BE PURCHASED LOCALLY. (4) SCHOOLS USING AMERICAN CURRICULUM INCLUDE CASABLANCA AMERICAN BRANCH SCHOOL, 9 PLACE BEL AIR, CASABLANCA (ANNUAL TUITION \$1,800); RABAT AMERICAN SCHOOL, BLVD DE LA 2EME D.B., RABAT (ANNUAL TUITION \$ 1,800/2000) AND TANGIER AMERICAN SCHOOL, 149 RUE CHRISTOPHER UNCLASSIFIED

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COLOMBO, TANGIER (ANNUAL TUITION \$1,800/2,000). (5) SOME ENGLISH-SPEAKING PARENTS USE PRIVATE FRENCH SCHOOLS.

7. SECTION VI. (1) LOCAL B&W AND COLOR TV AVAILABLE. PROGRAMS IN ARABIC AND FRENCH. ADVERTISING ACCEPTED. ADDRESS: RADIO-DIFFUSION-TELEVISION MAROCAINE, 1, RUE EL BRIHI, RABAT. PRICE IS \$1111 PER MINUTE. (2) LOCAL RADIO STATIONS, OWNED BY GOVERNMENT, DO NOT ACCEPT ADVERTISEMENTS. (3) NO ENGLISH LANGUAGE TV PROGRAMS. RADIO BROADCASTS IN ENGLISH FOR 3 HOURS PER DAY. (4) FOREIGN LANGUAGE NEWSPAPERS INCLUDING ENGLISH ARE DISTRIBUTED IN MOROCCO. SOCHEPRESS, PLACE BANDOENG, CASABLANCA A GOVERNMENT CONTROLLED ORGANIZATION IS THE ONLY FIRM HANDLING THIS ACTIVITY IN MOROCCO. TIME MAGAZINE AND THE NEWSWEEK (INT'L EDITIONS) INT'L HERALD TRIBUNE ARE AVAILABLE HERE.

8. SECTION VII. (1) AGENTS NOT REQUIRED BY LAW, BUT GENERALLY

SHOULD BE USED. ALL FIRMS OPERATIONS IN MOROCCO MUST BE 50-PERCENT OWNED BY MOROCCAN PARTNERS. (2) EXCLUSIVE AGENCY AGREEMENTS PREFERRED, BUT LIMITED AGREEMENTS CAN BE SIGNED.

9. SECTION VIII-MISSING

10. SECTION IX. (1) US\$1.00 EQUALS ABOUT 4.50 MOROCCAN DIRHAMS OR 1.00 MOROCCAN DIRHAMS EQUALS \$0.22. (2) RATE OF INFLATION NOT OFFICIALLY PUBLISHED IN MOROCCO; AVERAGES ABOUT 13-PERCENT.

11. SECTION X. 0830 TO 1230 AND 1400 TO 1800 HRS FOR U.S. CONSULATE GENERAL (MONDAY THRU FRIDAY). PRIVATE FIRMS: 0830 TO 1200 AND 1430 TO 1830 HRS SUMMER HOURS: 0800 TO 1200 AND 1600 TO 1900 HRS USED BY PRIVATE FIRMS AND GOM.

12. SECTION XI. FIRST NATIONAL CITY BANK, 52 AVENUE HASSAN II, CASABLANCA
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13. SECTION XII. PRICE ARE APPROXIMATE AND SUBJECT TO CHANGE.
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Message Attributes

Automatic Decaptioning: X
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Executive Order: N/A
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Original Handling Restrictions: n/a
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Page Count: 4
Previous Channel Indicators: n/a
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Previous Handling Restrictions: n/a
Reference: 77 STATE A-2149
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Event:
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Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1833605
Secure: OPEN
Status: NATIVE
Subject: BUSINESS COSTS IN NEAR EAST/NORTH AFRICA
TAGS: BGEN, XF, GR
To: STATE COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/b2e8356a-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009